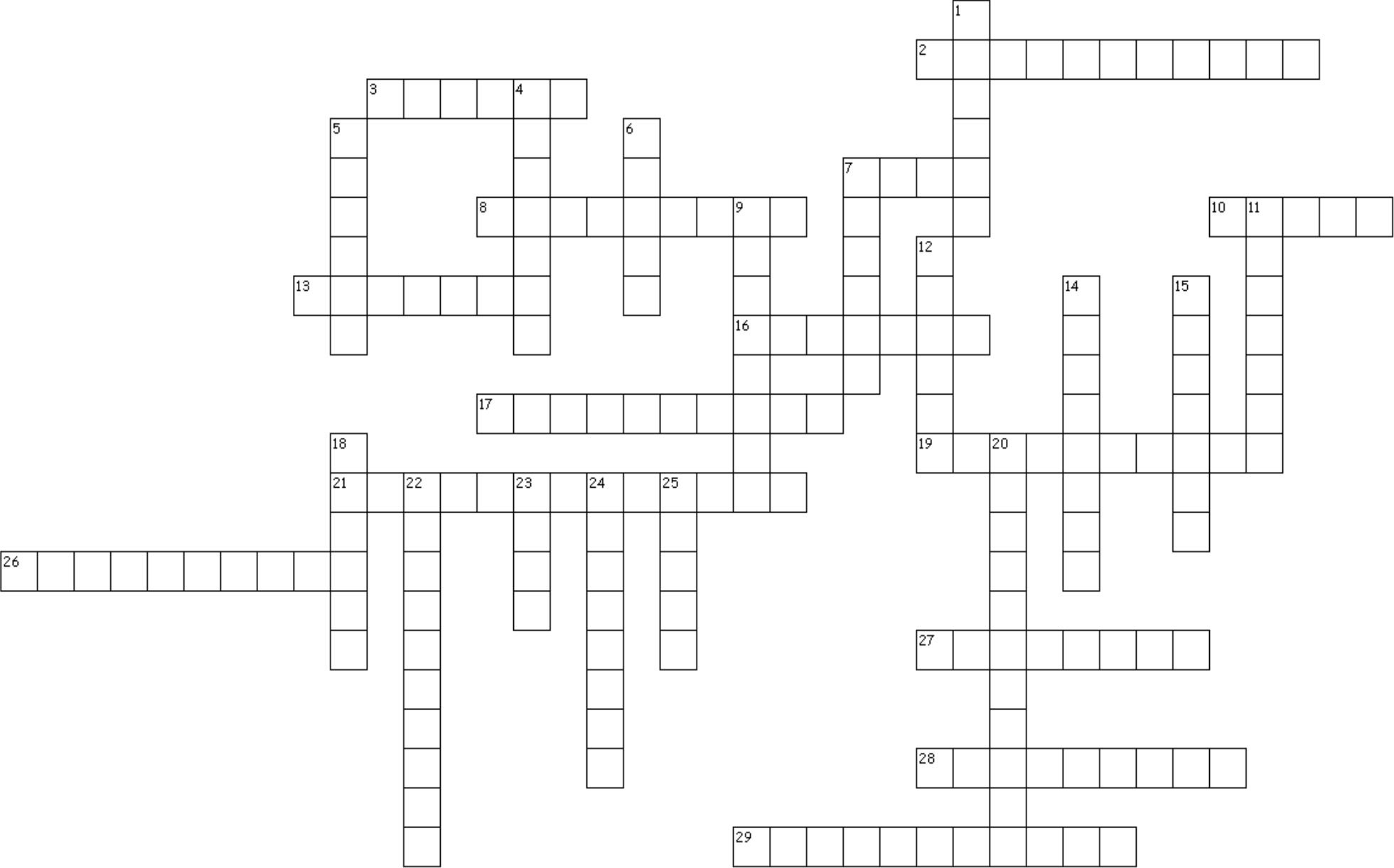


Standard 4 Crossword



## Across

2. A brand name should be \_\_\_\_\_ so that it sets the product apart from other brands.
3. \_\_\_\_\_ branding occurs when companies market various products under the same umbrella name.
7. The brand \_\_\_\_\_ is the part of the brand that can be spoken, such as a word, phrase, letter, number, or any combination thereof.
8. The basic purpose of product \_\_\_\_\_ is containment, protection, and convenience.
10. An unsuccessful brand can harm a company's \_\_\_\_\_.
13. A brand name should be easy to read, pronounce, and remember in order to make the \_\_\_\_\_ easy to recognize.
16. It is \_\_\_\_\_ to use another company's brand name; therefore, a firm needs to make sure the brand name is not the property of another company.
17. When a consumer will not accept a substitute for his/her regular brand, he/she is demonstrating brand \_\_\_\_\_.
19. Brand \_\_\_\_\_ are used to make brands more successful.
21. \_\_\_\_\_ are personalized brands applied by distributors or dealers to products supplied by manufacturers, such as Western Family.
26. A consumer normally purchases a particular brand, but that brand is unavailable. If the consumer is willing to purchase a similar brand instead, he/she is exhibiting brand \_\_\_\_\_.
27. Brands benefit the \_\_\_\_\_ by reducing shopping time.
28. Businesses benefit from branding because successful brands \_\_\_\_\_ a positive image.
29. Brand \_\_\_\_\_ is used to establish a brand's point of difference.

## Down

1. One major drawback of brands when compared to unbranded products is that they must be sold at \_\_\_\_\_ prices.
4. If a consumer regularly purchases Good Year Tires, he/she is demonstrating brand \_\_\_\_\_.
5. Brand \_\_\_\_\_ need to evaluate their brand strategies to determine whether they are working well.
6. A \_\_\_\_\_ name, such as Keebler, identifies a company or organization.
7. The primary problem with brands is that the \_\_\_\_\_ of brands can be overwhelming.
9. \_\_\_\_\_ brands, such as Coca-Cola, are marketed in several regions of the country.
11. As a brand \_\_\_\_\_, the business needs to update it, so that it will be more appealing to the consumer and increase brand sales.
12. Names, terms, symbols, or designs that identify products are called \_\_\_\_\_.
14. The primary reason businesses use brands is to \_\_\_\_\_ their products.
15. Consumers often buy brands over cheaper products because they promise consistent, reliable \_\_\_\_\_.
18. Consumer \_\_\_\_\_ results from the sizes, colors, and shapes of product packaging.
20. When a company uses coupons and memorable promotional campaigns to introduce a new product, it is trying to create brand \_\_\_\_\_.
22. A brand that assigns a unique name to each product a manufacturer produces is known as a(n) \_\_\_\_\_ brand.
23. A successful brand name should not be associated with a specific period of \_\_\_\_\_.
24. Brand names that other companies can buy the right to use are called \_\_\_\_\_ brands.
25. Effective brand names, such as Joy, Raid, and Tide, are often \_\_\_\_\_.

# Standard 4 Crossword Key

## Across

- 2. Distinctive
- 3. Family
- 7. Name
- 8. Packaging
- 10. Image
- 13. Product
- 16. Illegal
- 17. Insistence
- 19. Strategies
- 21. Private Labels
- 26. Preference
- 27. Consumer
- 28. Reinforce
- 29. Positioning

## Down

- 1. Higher
- 4. Loyalty
- 5. Owners
- 6. Trade
- 7. Number
- 9. National
- 11. Matures
- 12. Brands
- 14. Identify
- 15. Quality
- 18. Appeal
- 20. Recognition
- 22. Individual
- 23. Time
- 24. Licensed
- 25. Brief